

FOR IMMEDIATE RELEASE:



CLIENT: COLECO INDUSTRIES, INC.

HWH Enterprises, Inc.

PRESS CONTACT: Lois Whitman

## Press Release

COLECO INDUSTRIES, INC. SHOWING

ZODIAC<sup>TM</sup>--THE ASTROLOGY COMPUTER

NEW YORK -- For the growing number of Americans who want to learn more about themselves through astrology, Coleco Industries, Inc. is introducing ZODIAC<sup>TM</sup>--The Astrology Computer. This unique item can provide complete astrological horoscopes, daily updates, and advice on the perplexing questions of life--right at home!

"The popularity of astrology is growing rapidly," comments Arnold C. Greenberg, President of Coleco, "and astrology buffs constitute a huge market." A recent Gallup survey shows that 29 per cent of Americans say they believe in astrology and that what happens in their daily lives is influenced by the stars. And 76 per cent of all Americans know what astrological sign they were born under.

Greenberg indicated that ZODIAC<sup>TM</sup> is aimed at the one in four Americans who regularly read an astrology column (1,200 of the country's 1,750 daily newspapers currently carry an astrology column) as well as the millions of others who don't totally believe in astrology but are intrigued by it.

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ZODIAC<sup>TM</sup>--The Astrology Computer will be available this Spring and will sell for under \$50. It's a battery-operated unit that uses microprocessor technology, and features electronic lights, sounds, and LED display. Greenberg said ZODIAC<sup>TM</sup> is as easy to operate as a simple hand-held calculator or a touch-tone telephone.

"However," Greenberg went on to explain, "this product is definitely not a toy. The unit's memory chip contains astrological data scientifically computed and checked out. It's much more personalized and specific than anything the consumer might find in a newspaper astrology column or in a yearly astrology book, since ZODIAC<sup>TM</sup>'s output is based on astrological conditions computed from information entered by the person asking for the advice."

Using ZODIAC<sup>TM</sup> in conjunction with its companion manual edited by the renowned astrologer Sydney Omarr, the user can get the same kind of in-depth, personalized astrological information that formerly was available only from a professional astrologer. ZODIAC<sup>TM</sup>'s easy-to-use format provides three different types of information:

\* In its horoscope mode, the user can get a computer read-out of the planetary positions at the time of birth and a list of corresponding personality characteristics for people born at that time. With this information plus the additional data found in the manual, the user can chart horoscopes for anyone

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simply by knowing his or her date of birth.

\* In its daily preview mode, ZODIAC<sup>TM</sup> can guide one's actions by telling how the stars appear for any day--past, present, or future.

\* In its advice mode, ZODIAC<sup>TM</sup> will give answers to a broad variety of questions.

Since ZODIAC<sup>TM</sup>'s advice is based on astrological conditions computed from the information entered by the person asking for the advice, the advice will be different--and specific--for each person who uses it.

To chart a horoscope, for example, the user simply enters the proper code for the date of birth (found in the manual), then punches in the time and place of birth as well...ZODIAC<sup>TM</sup> --The Astrology Computer does the rest.

Code numbers appear on the digital readout, then are copied down on the horoscope provided. The user then matches these numbers against the personal characteristics and personality assessments given in the manual.

And for those who want to delve deeper into the mysteries of the stars and planets, ZODIAC<sup>TM</sup>'s manual tells how to work out the aspects of the planets in various houses for more detailed information.

ZODIAC<sup>TM</sup> --The Astrology Computer will be backed by what Greenberg describes as "the largest promotional campaign in Coleco's history." The company has scheduled more TV time than

ever before for a new product and plans extensive print advertising in both newspapers and consumer magazines. Full color packaging and point-of-purchase displays will all be tied in.

"Whether a consumer really believes in astrology, or just thinks the idea is fun, this is a product with tremendous appeal," Greenberg stated.



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## FACTS ABOUT ASTROLOGY

Astrology -- the relationship of the sun and planets to what happens in our daily lives--is a universal language, being studied by more and more people every day.

A recent Gallup poll indicated that 29 per cent of Americans say they believe in astrology and that what happens in their lives is governed by the stars. Among teenagers, belief in astrology climbs to 40 per cent of the 13-to-18-year-old population.

And although asking "What's your sign?" has become a cliché frequently associated with singles club introductions, the Gallup survey, released last June, indicated that 76 per cent of all Americans know what astrological sign they were born under. Nearly one person in four (23 per cent) said they regularly read an astrology column.

Many people let astrology guide their lives, avoiding travel when the stars rule it dangerous, making financial decisions based on astrological computations, taking extra care of their health on days deemed unpropitious.

For example, "Charlie's Angel" Kate Jackson recently

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remarried her husband, actor Andrew Stevens, because the date of their original wedding a month before was ruled unfavorable by the astrologer she regularly consults.

Catering to this widespread national interest, astrology has become a big business. Of this country's 1,750 daily newspapers, 1,200 currently carry a regular astrology column. And the New York Telephone Co. has reported receiving thousands of calls a day since it launched its "dial-a-horoscope" service a few months ago.

This belief in astrology is skewed along specific demographic lines. The believer is more likely to be female (26 per cent of women in the Gallup survey said they believe in astrology, compared to 18 per cent of the men) and young (among teenagers surveyed, 93 per cent knew their astrological sign). Other groups most likely to believe in astrology include those at the lower ends of the income and educational scales.

And believing in astrology does not conflict with traditional religious beliefs. The Gallup survey indicated that almost as many churchgoers as non-churchgoers (and proportionately as many Protestants as Catholics) said they believe in astrology.

What is it these people believe in? Sydney Omarr, a well-known astrology expert who writes a nationally-syndicated column and has written several books on the subject, says astrology "provides a 'missing link' in our lives--the dynamic element of time." He adds, "All of us relate to astrology because we



all have at least one thing in common: we were born. And all of us were born under one of the 12 zodiacal signs."

By knowing when a person was born--both date and time of day--and then figuring out what positions the sun and planets were in at that moment, astrologers can chart a person's life patterns, provide him or her with insights into personality traits and characteristics, and answer questions about what the future may hold.

Astrologers also believe certain combinations of planetary locations and influences can make certain times more favorable for some activities than others. But, they caution, astrology guides--it does not rule.

Omarr and others believe certain trends in life activities can be predicted through studying the stars. More crimes of violence occur during a full moon, and various types of crime occur most frequently in specific months. Fish bite better and more babies are born during a full moon as well.

It has been proven that certain types of people with similar interests tend to be born under similar astrological signs. For example, more successful business executives are born under Cancer than any other sign. Baseball players, musicians, and Congressmen are most often Pisceans; inventors tend to be born under Aries. More U.S. Presidents, newspaper editors, and psychiatrists are born under Scorpio; while more bankers are born under Virgo than any other sign.

Obviously, the more information given to the astrologer

about the person's exact date, time, and place of birth, the clearer the insight will be. Newspaper horoscopes give a superficial general prediction for the day's events for everyone born under a given sign. A horoscope book analyzing each day of the year can be more detailed and specific, a personal forecast done by an astrologer more detailed still...but, of course, more expensive and time-consuming.

But now people who want to know what the stars hold for them can find out for themselves, at home, and in far greater detail than any newspaper column or book can provide them.

Coleco Industries, Inc. is introducing ZODIAC<sup>TM</sup>--The Astrology Computer, available this Spring for under \$50--using space-age microprocessor technology to provide a complete astrological horoscope with reading of character traits, a prediction for any day in the future, or answers to any questions about what will come to pass.

Using the ZODIAC<sup>TM</sup> along with the included manual edited by the renowned astrologer Sydney Omarr, the stars open up their mysteries. You can get a reading of what you should--or should not--do on any given day...the kind of in-depth information previously available only from a professional astrologer. And you get it every day, at your own convenience.

If it's written in the stars, it's stored in the computer. ZODIAC<sup>TM</sup>--The Astrology Computer--from Coleco!



FOR IMMEDIATE RELEASE: October 19, 1979



CLIENT: COLECO INDUSTRIES

HWH Enterprises, Inc.

PRESS CONTACT: Lois Whitman

# Press Release

## AS THE 1980 ELECTION NEARS

Did you know:

The last seven U.S. Presidents elected in a year ending in zero--have all died in office?

All four of our Presidents who were Aquarians did not live to finish out their terms?

Ronald Reagan--an Aquarian--and the current front-runner for the GOP Presidential nomination, would be our oldest President on assuming office, just a few weeks short of seventy?

The conjunction of the two largest planets--Jupiter and Saturn--seems to coincide precisely with a Presidential jinx cycle?



FOR IMMEDIATE RELEASE: October 15, 1979



CLIENT: COLECO INDUSTRIES

HWH Enterprises, Inc.

PRESS CONTACT: Lois Whitman

# Press Release

ZODIAC COMPUTER AND ASTROLOGER OMARR

SEE MONDALE AS "SLEEPER" IN 1980

"JINX CYCLE" ELECTION YEAR

HARTFORD, CT -- ZODIAC-The Astrology Computer by Coleco--with the aid of renowned astrologer, Sydney Omarr--believes Vice President Walter Mondale of Minnesota could be "the dark horse factor in 1980: The man who manages to squeak through into the White House."

Coleco's ZODIAC, the hand-held computer that gives horoscopes, daily previews and forecasts is priced at under \$50. ZODIAC--for the first time since the birth of astrology 5,000 years ago--enables the proverbial man in the street to utilize the finer, more sophisticated points of an ancient, scientific art.

ZODIAC--in conjunction with advisor Omarr's own extensive astrological background, found that of eight possible Democratic and Republican nominees under study, Mondale's horoscope showed "change of residence to be a startlingly important factor for 1980."

Perhaps this "change of residence" could be interpreted to mean Mondale will be moving into 1600 Pennsylvania Avenue. ZODIAC found Mondale's chart demonstrating



that he was being analytical, keeping a low profile. But that he could be a serious contender by next year.

ZODIAC--and Omarr--see a raft of problems for most of the other prominent Presidential possibilities: Events have occurred for President Carter in 1979 that "will come back to haunt him next year." Senator Edward Kennedy's chart shows "family problems in 1980 could make his candidacy nearly impossible." And as for Ronald Reagan, his stars show the former Republican California Governor "in great difficulty as to sorting out what is real from what is illusion."

Of particular interest in 1980 to ZODIAC, Omarr and innumerable historians is the so-called "twenty year jinx cycle" of American Presidents. "Since 1840, every one of our Chief Executives elected in a year ending in zero has died in office." (This zero year cycle coincides with the close conjunction of the two largest planets: Jupiter and Saturn).

"Jinx cycle" Presidents have included all four of our Presidents who were Aquarians (William Henry Harrison, elected 1840; Abraham Lincoln, elected 1860; William McKinley, elected 1900; and Franklin D. Roosevelt, elected 1940). "It is interesting to note Ronald Reagan--who if elected would be our oldest President on taking office--is also an Aquarian."

"These men, and Scorpians James A. Garfield, elected

1880; and Warren G. Harding, elected 1920" (Republican Senator Howard Baker of Tennessee is also a Scorpion) "and John F. Kennedy, elected 1960; were all voted into office the same years as the Jupiter-Saturn conjunction."

ZODIAC and Omarr believe the eventual President-- be he of either party--should be "exceptionally cautious" during his term of office. "Because of this repeated historical pattern, the 1980 Vice Presidential nominations will take on particular significance."

Vice President Mondale's "change of residence" could be an omen, according to ZODIAC, and Omarr, "even if he remains in that office after Inauguration day, 1981." And Howard Baker "shows signs of just missing the top spot on the GOP ticket, but could be serving as someone else's running mate."

The combination of Omarr and ZODIAC found GOP, former Texas Governor John Connally "a marvelous campaigner who's liable to spread himself too thin;" Republican long shot General Alexander Haig "putting something in writing that either reveals unwanted information or takes him out of the race;" and California's Democratic Governor Jerry Brown a man "whose greatest impact will come too soon, in 1979, rather than 1980."

"Astrology should not be used to make outright political predictions" cautions ZODIAC and advisor Omarr, "but some of its signs can be significant in pointing out which way the political winds seem to be blowing."



ZODIAC DATA SHEET ON

"JINX CYCLE" ELECTION YEARS

U.S. Presidents Who Have Died In Office:

William Henry Harrison  
Born February 9, 1773, Charles City County, VA. (Aquarius)  
Elected 1840.  
Died April 4, 1841, Washington, DC.

Zachary Taylor\*  
Born November 24, 1784, Orange County, VA. (Sagittarius)  
Elected 1848.  
Died July 9, 1850, Washington, DC.

Abraham Lincoln  
Born February 12, 1809, Hardin County, KY (Aquarius)  
Elected 1860, 1864.  
Died April 15, 1865, Washington, DC.

James A. Garfield  
Born November 19, 1831, Orange, OH (Scorpio)  
Elected 1880.  
Died September 19, 1881, Elberon, NJ.

William McKinley  
Born January 29, 1843, Niles, OH (Aquarius)  
Elected 1896, 1900.  
Died September 14, 1901, Buffalo, NY.

Warren G. Harding  
Born November 2, 1865, Corsica, OH (Scorpio)  
Elected 1920.  
Died August 2, 1923, San Francisco, CA.

Franklin D. Roosevelt  
Born January 30, 1882, Hyde Park, NY (Aquarius)  
Elected 1932, 1936, 1940, 1944.  
Died April 12, 1945, Warm Springs, GA.

John F. Kennedy  
Born May 29, 1917, Brookline, MA (Gemini)  
Elected 1960.  
Died November 22, 1963, Dallas, TX.

\* Zachary Taylor was the only U.S. President to die in office who was not elected--at least once--in a year ending with a zero.

Candidates For 1980 Major Party Presidential Nominations:

Ronald Reagan, Republican

Born February 6, 1911, Tampico, IL (Aquarius)

Tremendous pressure on him: both responsibilities and rewards... Actor on and off the political stage (not a negative connotation)...Trying to sort out what is real vs. what is illusion. On a toboggan ride--too late to stop...Strong candidate. Bad luck as an Aquarian? Will be a front runner.

John Connally, Republican

Born February 28, 1917, Floresville, TX (Pisces)

Dynamic, independent, stubborn. Sensitive, almost psychic to public pulse...Like a human lie-detector on those around him... Public will find him well-meaning, but confused on issues. Won't strike heart of public pulse...Good campaigner, spread too thin.

Howard Baker, Republican

Born November 15, 1925, Huntsville, TN (Scorpio)

Sees situations the way they could be rather than how they exist...Would have been a good actor, excellent use of voice: predictable he gained prominence through television...more pressure on him, bigger impact next year than usual. Strong candidate, might not be top choice, could be Veep nominee--definite asset to ticket.

Alexander Haig, Republican

Born December 2, 1924, Philadelphia, PA (Sagittarius)

Inspires feeling of security, trust in others...During current period strands of red tape tie him up from speaking freely, by end of this year he'll speak out. Will campaign and travel freely not necessarily for himself...Can consolidate power, but will put something in writing that reveals unwanted attention or takes him out of campaign.

Jimmy Carter, Democrat

Born October 1, 1924, Plains, GA (Libra)

What we see not what we get. Smile and gentleness really independence and ambition...Most attractive to females--gets their trust...One track mind: ambitious...Some events of '79 will haunt him in '80, could be taking steps backward. Not necessarily successful in reelection plan.

Edward Kennedy, Democrat

Born February 22, 1932, Brookline, MA (Pisces)

Close-knit family, but he never quite fit in...Always willing to tear down for ultimate purpose of rebuilding. Rebellious, loves dramatic situations...Fate of brothers has provided role he wants to step into. Family situation could be '80 factor that trips up drive, this domestic problem could make Presidency impossible.



Jerry Brown, Democrat

Born April 7, 1938, San Francisco, CA (Aries)

Spiritual role not play acting. Introspective, idealist, but often suffers from self-deception...Arrives at premises based on intuitive intellect. Often no real base of support, idea collapses like house of cards...Most impact in late '79, '80 will see past come back to haunt him...Will be tagged as one who played both sides of fence.

Walter Mondale, Democrat

Born January 5, 1928, Ceylon, MN (Capricorn)

Change of residence major factor in 1980...Of all candidates he seems to be one who could squeak through, steal home base. Very analytical now, though keeping low profile. Has figured out strategy...Change of residence so prominent means he's serious contender, or at least dark horse.



**COLECO**

# **zodiac**

## **THE ASTROLOGY COMPUTER**







How many times have you asked yourself, "Is this my lucky day?" How often have you read your horoscope in the astrology column of your newspaper?

If you have, you're not alone! A recent Gallup study indicated that 29% of all Americans believe in astrology and that 76% of the population know what sign they were born under!

Now, Coleco has just the thing for people who believe that their lives are influenced by the stars. It's ZODIAC—The Astrology Computer! With it, you can learn more about yourself, your past, your future—without having to go to a professional astrologer! And since ZODIAC has been programmed with astrological data up through the year 1999, you'll be able to use it for years to come!

ZODIAC is used in conjunction with the ZODIAC Manual—a complete instruction and source book edited by the world famous astrologer, Sydney Omarr.

ZODIAC provides three different types of information:

In the Horoscope Mode, you can get a computer readout of the planetary positions at the time of your birth, and a list of corresponding personality characteristics. With this information, plus the additional data found in the manual, you can chart horoscopes for anyone simply by knowing his or her birthdate and place.

In the Daily Preview Mode, ZODIAC—The Astrology Computer can guide your actions by telling you how the stars appear for any day you wish—past, present, or future!

In the Advice Mode, ZODIAC will give answers to some of life's perplexing questions: "Should I travel today?", "Is tomorrow a good day to ask for a raise?", "Should I see my former boyfriend again?"

Since the ZODIAC Computer's advice is based on astrological conditions computed from the information entered by the person asking for advice, the advice will be different and specific for each person who uses it! The answers are based on time-honored astrological formulas constructed on the positions of the sun, moon and planets.

And ZODIAC is simple to operate, too! There's no complex programming—no computer language to learn. It's as easy as using a hand-held calculator or touch-tone telephone. And since it's battery operated, you'll be able to take it anywhere!

Whether you believe wholeheartedly in astrology or are merely fascinated that it all could be true, ZODIAC—The Astrology Computer can provide you with a wealth of astrological information. For if it's written in the stars, it's stored in the computer!

ZODIAC—The Astrology Computer—from Coleco!

**COLECO**

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